

What is claimed is:

1 1. A system for distributing information useful in a
2 specific area to portable terminals, comprising:
3 a means for perceiving a visit of the specific area by
4 a customer; and
5 a means for distributing first information useful in the
6 specific area to a portable terminal of the customer perceived
7 to be visiting the specific area.

1 2. A system for distributing information useful in a
2 specific area to portable terminals, comprising:
3 a means for registering in advance first information
4 useful in the specific area and its distributing time;
5 a means for perceiving a visit of the specific area by
6 a customer; and
7 a means for distributing, when the distributing time
8 comes, the first information to be distributed, to a portable
9 terminal of the customer perceived to be visiting the specific
10 area.

1 3. A system for distributing information useful in a
2 specific area to portable terminals, comprising:
3 a means for registering in advance first information
4 useful in the specific area, its distributing time and
5 attribute information regarding each spot requesting its
6 distribution;
7 a means for registering in advance preference
8 information regarding each customer;

9 a means for perceiving a visit of the specific area by
10 a customer; and

11 a means for distributing, when the distributing time
12 comes, only the items regarding which the attribute information
13 of the spot requesting the distribution matches the preference
14 information of the customer, out of the first information to
15 be distributed, to a portable terminal of the customer
16 perceived to be visiting said specific area.

1 4. A system, as claimed in Claim 1, wherein:

2 second information, differing from said first
3 information, is distributed to portable terminals of customers
4 not perceived to be visiting said specific area.

1 5. A system, as claimed in Claim 1, wherein:

2 said specific area is a shopping mall, said first
3 information concerns an event, and customers are enabled to
4 participate in the event by responding through said portable
5 terminals.

1 6. A system, as claimed in Claim 1, wherein:

2 said specific area is an amusement park, said first
3 information concerns congestion at an attraction site, and
4 customers are enabled to book for participation in the
5 pertinent attraction through said portable terminals.

1 7. A method for distributing information useful in a

2 specific area to portable terminals, comprising steps of:

3 perceiving a visit of the specific area by a customer;
4 and
5 distributing first information useful in the specific
6 area to a portable terminal of the customer perceived to be
7 visiting said specific area.

1 8. A method for distributing information useful in a
2 specific area to portable terminals, comprising steps of:
3 registering in advance first information useful in the
4 specific area and its distributing time;
5 perceiving a visit of the specific area by a customer;
6 and
7 distributing, when the distributing time comes, the
8 first information to be distributed, to a portable terminal
9 of the customer perceived to be visiting said specific area.

1 9. A method for distributing information useful in a
2 specific area to portable terminals, comprising steps of:
3 registering in advance first information useful in the
4 specific area, its distributing time and attribute information
5 regarding each spot requesting its distribution;
6 registering in advance preference information regarding
7 each customer;
8 perceiving a visit of the specific area by a customer;
9 and
10 distributing, when the distributing time comes, only the
11 items regarding which the attribute information of the spot
12 requesting the distribution matches the preference

13 information of the customer, out of the first information to
14 be distributed, to a portable terminal of the customer
15 perceived to be visiting said specific area.

1 10. A method, as claimed in Claim 7, wherein:
2 second information, differing from said first
3 information, is distributed to portable terminals of customers
4 not perceived to be visiting said specific area.

1 11. A method, as claimed in Claim 7, wherein:
2 said specific area is a shopping mall, said first
3 information concerns an event, and customers are enabled to
4 participate in the event by responding through said portable
5 terminals.

1 12. A method, as claimed in Claim 7, wherein:
2 said specific area is an amusement park, said first
3 information concerns congestion at an attraction site, and
4 customers are enabled to book for participation in the
5 pertinent attraction through said portable terminals.

1 13. A storage medium recording thereon a program
2 enabling a computer to execute:
3 processing to perceive a visit of a specific area by a
4 customer; and
5 processing to distribute first information useful in the
6 specific area to a portable terminal of the customer perceived
7 to be visiting the specific area.

1 14. A storage medium recording thereon a program
2 enabling a computer to execute:

3 processing to register in advance first information
4 useful in a specific area and its distributing time;

5 processing to perceive a visit of the specific area by
6 a customer; and

7 processing to distribute, when the distributing time
8 comes, the first information to be distributed, to a portable
9 terminal of the customer perceived to be visiting said specific
10 area.

1 15. A storage medium recording thereon a program
2 enabling a computer to execute:

3 processing to register in advance first information
4 useful in a specific area, its distributing time and attribute
5 information regarding each spot requesting its distribution;

6 processing to register in advance preference
7 information regarding each customer;

8 processing to perceive a visit of the specific area by
9 a customer; and

10 processing to distribute, when the distributing time
11 comes, only the items regarding which the attribute information
12 of the spot requesting the distribution matches the preference
13 information of the customer, out of the first information to
14 be distributed, to a portable terminal of the customer
15 perceived to be visiting said specific area.

1 16. A storage medium as claimed in Claim 13, wherein:

2 said program causes a computer to execute processing to
3 distribute second information, differing from said first
4 information, to portable terminals of customers not perceived
5 to be visiting said specific area.

1 17. A storage medium as claimed in Claim 13, wherein:
2 said specific area is a shopping mall, said first
3 information concerns an event, and said program causes a
4 computer to execute processing to enable customers to
5 participate in the event by responding through said portable
6 terminals.

1 18. A storage medium as claimed in Claim 13, wherein:
2 said specific area is an amusement park, said first
3 information concerns congestion at an attraction site, and said
4 program causes a computer to execute processing to enable
5 customers to book for participation in the pertinent attraction
6 through said portable terminals.

1 19. A plurality of grouped storage media wherein said
2 program claimed in Claim 13 is divided into a plurality of
3 segments, and each divided segment is recorded on one or another
4 of said plurality of storage media.

1 20. A program embodied in electrical signals, said
2 program enabling a computer to execute:
3 processing to perceive a visit of a specific area by a
4 customer; and

5 processing to distribute first information useful in the
6 specific area to a portable terminal of the customer perceived
7 to be visiting the specific area.

1 21. A program embodied in electrical signals, said
2 program enabling a computer to execute:

3 processing to register in advance first information
4 useful in a specific area and its distributing time;

5 processing to perceive a visit of the specific area by
6 a customer; and

7 processing to distribute, when the distributing time
8 comes, the first information to be distributed, to a portable
9 terminal of the customer perceived to be visiting said specific
10 area.

1 22. A program embodied in electrical signals, said
2 program enabling a computer to execute:

3 processing to register in advance first information
4 useful in a specific area, its distributing time and attribute
5 information regarding each spot requesting its distribution;

6 processing to register in advance preference
7 information regarding each customer;

8 processing to perceive a visit of the specific area by
9 a customer; and

10 processing to distribute, when the distributing time
11 comes, only the items regarding which the attribute information
12 of the spot requesting the distribution matches the preference
13 information of the customer, out of the first information to

14 be distributed, to a portable terminal of the customer
15 perceived to be visiting said specific area.